

**LAKE MINNETONKA CONSERVATION DISTRICT
SAVE THE LAKE COMMITTEE
MINUTES**

8:30 a.m., Tuesday, April 12, 2011
LMCD Office, 23505 Smithtown Road, Suite 120, Shorewood, MN 55331

Present: Bill Olson, LMCD Board- Victoria; Dan Baasen, LMCD Board- Wayzata; Chris Jewett, LMCD Board- Minnetonka; Jay Soule; Greg Nybeck, LMCD Executive Director.

Update of Possible Fundraising Ideas

The committee discussed the following fundraising ideas, with a summary of the discussion as follows:

- Aerial Lake Minnetonka Photos- Olson provided further background on associated costs of the photos with Whitten Photography, handling fees by Gallery Navarre, and built in fundraising funds for photos ranging from 12" x 16", 18" x 24", and 27" x 40" (canvas). A question remained as to whether the costs of the photo purchases would be tax deductible. The committee supported this idea as a possible fundraising initiative because of the needs for "STL", it would involve minimal staff time and administrative costs, and would provide visibility for "STL" and the LMCD.
- Movie-In-Theater- Soule stated that Al and Alma's has supported this event in the past and the contact at Marine Max has given it a thumbs up on a preliminary basis for participation by "STL". Further follow-up is needed with Marine Max to develop a plan for this fundraising initiative, which could include a partnership with Marine Max, a two-minute "STL" video, and a call to action (including donations at this event similar to what the Mound Fire Department does at Spirit of the Lakes. The committee supported this idea as a possible fundraising initiative.
- Charter Boat(s) Event- The committee supported this idea as a possible fundraising initiative after 2011 because there is a need for a great detail on planning and organizing.
- Reduced Fuel and "STL" Flags- Olson stated that he had contacted Gabriel Jabbour from Tonka Bay Marina regarding this concept. The committee supported this fundraising initiative for 2011, although the details needed to be worked out so that contacts with the various gas docks can be delegated amongst committee members.

What's Next

An update on these fundraising ideas is planned for the April 13th LMCD Board of Directors Meeting.

Adjournment.

There being no further business, the meeting was adjourned at 9:48 a.m.

Respectfully Submitted,

Greg Nybeck
Executive Director